

CLAIMS

1. A method for promoting sales of a product, the method comprising:
providing a plurality of articles combinable with one another; and 5
introducing one of said articles into a packaging of each unit of said
product;
- and
wherein said articles which are retrievable from said packaging
can be combined together to form a design. 10
- 2 The method according to claim 1, wherein said design
is a pre-selected design and each of said articles constitutes part of said
design. 15
- 3 The method according to claim 1, wherein said design
is created by a consumer from a plurality of said articles.
4. The method according to claim 1, wherein said article
is shaped for piecing together with a plurality of complementary 20
articles, into a complete design.
5. The method according to claim 1, wherein said article
bears part of a design. 25
6. The method according to claim 1, wherein said design
is a jigsaw puzzle.
7. The method according to claim 1, further comprising
selecting a design which is a picture of creative interest for enhancing 30
long term collection of said articles.

8. The method according to claim 1, wherein said design
is a picture of artistic value.

9. The method according to claim 1, wherein said design is
a trademark. 5

10. The method according to claim 1, wherein said design
is a 3 dimensional object.

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11. The method according to claim 1, wherein said object
comprises an object of creative interest for enhancing long term collection
of all said articles shaped as matching parts of said object for completing
said object.

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12. The method according to claim 1, wherein said article is
shaped as part of said object.

13. The method according to claim 1, wherein said article
comprises a disk. 20

14. The method according to claim 1, wherein said packaging
comprises a bottle cap.

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15. The method according to claim 1, further comprising
the step of providing a foundation on which said plurality of articles
can be combined into the design. 25

16. The method according to claim 1, wherein the packaging
is shaped for piecing together with a plurality of complementary packaging,
into a complete object. 30